

Message Text

UNCLASSIFIED

PAGE 01 THE HA 04223 311349Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----023723 311401Z /44

P R 311245Z JUL 78
FM AMEMBASSY THE HAGUE
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 3074
AMCONSUL AMSTERDAM
AMEMBASSY PARIS
AMEMBASSY LUXEMBOURG
AMEMBASSY BRUSSELS

UNCLAS THE HAGUE 4223

E.O. 11652: NA
TAGS: BEXP NL
SUBJECT: US FRANCHISING TRADE MISSION

REF: (A) STATE 144001, (B) USDOC 12838, (C) USDOC 13173,
(C) USDOC 13428

1. IN ACCORDANCE WITH REFTTEL D, PROVISIONAL RESERVATIONS
WERE MADE FOR EIGHT SINGLES AND ONE SUITE IN THE
AMSTERDAM HILTON FOR THREE NIGHTS, NOVEMBER 15, 16 AND 17.
PRICE FOR SINGLE ROOM IS 145 GUILDERS PER PERSON AND 425
GUILDERS FOR A SUITE. PRICES INCLUDE TAXES BUT EXCLUDE
BREAKFAST. AS BOOKINGS HAVE TO BE CONFIRMED IN WRITING
POST REQUIRES ACKNOWLEDGEMENT THAT THEY ARE ACCEPTABLE.
IF RATES ARE UNACCEPTABLE INDICATE IN ORDER OF PREFERENCE
WHICH OF FOLLOWING WOULD BE BETTER ALTERNATIVES.

1. SONESTA HOTEL
165 GUILDERS PER SINGLE ROOM
350 GUILDERS PER SUITE

GWM APOLLO HOTEL 105 GUILDERS PER SINGLE ROOM
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300 GUILDERS PER SUITE

3. MARRIOTT HOTEL 155 GUILDERS PER SINGLE ROOM
375 GUILDERS PER SUITE

4. HOTEL DELPHI 88 GUILDERS PER SINGLE ROOM
220 GUILDERS PER SUITE

PRICES AT DELPHI INCLUDE BREAKFAST.

2. CONTROL OFFICER FOR THE NETHERLANDS IS KENNETH S. YALOWITZ,
ASSISTED BY FSL MARK ARMITAGE. SHIPMENT OF MISSION
PRODUCT LITERATURE SHOULD BE SENT APO NEW YORK 09159.

3. AS RECOMMENDED LANGUAGE FOR PUBLICITY BROCHURES IN THE
NETHERLANDS IS ENGLISH, POST PRESUMES THAT PRINTING RE-
QUIREMENTS WILL BE MET BY US COMPANIES THEMSELVES.
LIMITED US FACILITIES MAKE THE HAGUE UNSUITABLE FOR
DOING ENTIRE PUBLICITY CAMPAIGN FOR ALL THREE COUNTRIES.

4. POST IS PLEASED WITH DEVELOPMENT OF TRADE MISSION SO FAR.
IN COMMITTING PARTICIPATION FOR FINAL TWO PLACES WOULD
APPRECIATE ANY ATTEMPTS TO RECRUIT ARTHUR TREACHER'S
FISH AND CHIPS, INC., AS DUTCH PROPENSITY FOR THIS QUICK
SERVICE OPERATION IS GOOD.
BROWN

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NNN

Message Attributes

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Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
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Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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From: THE HAGUE
Handling Restrictions: n/a
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SAS ID: 1843555
Secure: OPEN
Status: NATIVE
Subject: US FRANCHISING TRADE MISSION
TAGS: BEXP, NL
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Review Markings:
Sheryl P. Walter
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